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Farm Broadcasters Letter

United States Department of Agriculture Office of Public Affairs Radio-TV Division Washington D.C. 20250 (202) 447-4330

Letter No. 2489

Dec. 21, 1990

MIDDLE-AGE DIABETES doesn't happen over night, USDA scientists say. Blood glucose & insulin levels creep ever higher as the hormone loses its effectiveness in metabolizing glucose. A new USDA study indicates that getting enough chromium each day can nip this process in the bud. Sources of chromium include cold cereals, broccoli & grape juice. **Contact: Richard A. Anderson or Marilyn M. Polansky (301) 344-2091.**

VOLUNTEERS LOVE THEIR MEALS -- ALL 21 A DAY -- As part of a long-term cholesterol study, 20 volunteers in Boston are eating 21 meals in 24 hours. "Cholesterol has generally been studied after an overnight fast," says **Ernst Schaefer**, leader of the USDA study. "But most of the time, we're in the fed state." The 21-meal marathon occurs only twice over the course of eight months & provides each volunteer with the same number of calories he or she normally eats in a day. Schaefer expects the study to produce new information on how people metabolize cholesterol when eating rather than fasting. **Contact: Ernst J. Schaefer (617) 556-3100.**

HIGHER EXPENSES TO SQUEEZE 1991 INCOMES -- The U.S. farm economy will enter 1991 with cause for cautious optimism, as expected record-level commodity receipts suggest a relatively strong demand for farm products. Livestock producers should benefit from anticipated differentials between livestock & feed prices. Crop supplies & prices, however, will be sensitive to weather & economic developments around the world. Despite high cash receipts of \$170 to \$175 billion, an expected rise in farm expenses will mean less net income available to farmers. **Contact: Bob McElroy (202) 219-0800.**

USDA CO-HOSTS NATIONWIDE ART CONTEST -- USDA's Forest Service is co-hosting a nationwide art competition for the best original poster celebrating 100 years of conservation of U.S. forests through the National Forest System. The winning artist will receive \$10,000, donated by the Boone & Crockett Club of Triangle, Va. Competition co-hosts are Lewis & Clark National Forest in Montana & the C.M. Russell Museum in Great Falls, Mont. Competition deadline is April 12. Free entry packets are available from: Lewis & Clark National Forest, Box 869, Great Falls, Mont. 59403; or the C.M. Russell Museum, 400 13th St. North, Great Falls, Mont. 59401-1426. **Contact: Jerry Mason (202) 447-2418.**

U.S. KERNELS POP-ULAR OVERSEAS -- The U.S. food product that's buttering up consumers in Germany & Japan is popcorn -- that mainstay of U.S. moviegoers & couch potatoes. With a little promotion to grease the skids, U.S. producers could lift the lid off popcorn exports to Germany according to **Dale L. Good**, U.S. ag trade officer in Hamburg. "Germany is a million-dollar-plus market and growing," he says. **Contact: Sally Klusaritz (202) 447-3448.**

YEUTTER NAMES BOARD -- Secretary of Agriculture **Clayton Yeutter** has named **Elizabeth I. Board** as deputy assistant secretary for administration. Board succeeds **Phyllis Gault**. Board was senior unit manager & later network news editor at NBC News in Washington, D.C., before leaving to head the White House TV Office. She served as Deputy Director of USDA Public Affairs earlier this year. Board received a B.A. from the University of Colorado and an M.B.A. from George Washington University. She is a native of Front Royal, Va. **Contact: Kelly Shipp (202) 447-4623.**

LAST STAPLE PULLER TRAINED -- **Jane Byers**, a USDA cotton classer in Phoenix, Ariz., recently made history by being the last USDA employee trained to "pull staple." That means Byers is trained to determine the length of the cotton fiber by hand. Beginning next year, cotton classers will use precision instruments to perform this function, says **Jesse F. Moore**, director of USDA's Agricultural Marketing Service's cotton division. **Contact: Carolyn Coutts (202) 447-8998.**

SUGAR OUTPUT CATCHES UP -- World sugar production has caught up with consumption & stocks have stabilized, according to USDA revised estimates. Output & use are forecast to grow in tandem next year. But, this turnaround follows four consecutive years when world consumption outstripped production, shrinking stocks to very low levels. **Contact: Peter Buzzanell (202) 219-0886.**

A SALMON-RICH DIET, in USDA studies, increased levels of a compound that -- in high amounts -- lower the risk of heart disease. For 40 days during a 100-day experiment, male volunteers ate salmon entrees for lunch & dinner. During the salmon regimen, one type of high density lipoprotein increased in the volunteers' blood an average of 10 percent. **Contact: Gary J. Nelson (415) 556-0899.**

WHICH STATES PRODUCE RICE? In case you couldn't name them, they are: Arkansas, California, Louisiana, Texas, Mississippi & Missouri. Rice is grown on 12,000 farms in the U.S. It is the most expensive of the major commodities to produce on a per-acre basis. It is completely dependent on irrigation & its production is highly mechanized. Rice is a major food for over half the world's population, but is more or less a regionally & culturally consumed food in the U.S. **Contact: Martha R. Evans (202) 219-0494.**

FACTORY-REJECT BROOMSTICKS are finding a new life as "bait sticks" in the war against boll weevils. A plastic cap attached to the 4-foot-long wooden stick promises food & sex, but instead lures the boll weevils to a surprise death. In the second year of tests in Mississippi cotton fields, USDA Scientist **Gerald H. McKibben** says the bait sticks are responsible for 70 percent fewer boll weevils. **Contact: Gerald H. McKibben (601) 323-2230.**

HAPPY HOLIDAYS FROM US -- This will be your last letter from USDA R-TV Division for 1990. Next issue will be dated Jan. 11. We've enjoyed communicating with you this year & hope we'll see & hear from you in 1991. **SEASON'S GREETINGS** from all of our staff -- **Maria Bynum, Larry Collins, Gary Crawford, Brenda Curtis, Marci Hilt, Debbie Janifer, Florence Kelly, Pat O'Leary, Vic Powell, Mocile Trotter & Lynn Wyvill.**

FROM OUR RADIO SERVICE

- AGRICULTURE USA #1750-A** -- It's been a busy year for Secretary of Agriculture Clayton Yeutter & his top aides. On this edition of **Agriculture USA**, Brenda Curtis talks with Sec. Yeutter about a look back at 1990 & a look ahead for U.S. agriculture & for himself. (Weekly reel -- 13-1/2 minute documentary.)
- CONSUMER TIME #1231** -- Irradiating foods; the healthy appeal of flax; better fast food eating; vitamin supplements; eating right while eating out. (Weekly reel of 2-1/2 to 3 minute consumer features.)
- AGRITAPE NEWS & FEATURES #1739** -- USDA News Highlights; 1990 wheat reserve; Sec. Yeutter reviews 1990; farm bill changes; farm exports to fall in 1991. (Weekly reel of news features.)
- NEWS FEATURE FIVE #1351** -- Calcium boost helps older women; thyroid treatment & bone loss; genetic defect identified; thermal clothing hits market; germicidal bandages. (Weekly reel of research feature stories.)
- UPCOMING ON USDA RADIO NEWSLINE** -- Thurs., Dec. 27, world tobacco situation; news items with Sec. Yeutter; Fri., Dec. 28, news items with Sec. Yeutter; Mon., Dec. 31, Ag prices.

DIAL THE USDA RADIO NEWSLINES (202) 488-8358 or 8359.
Material changed at 5 p.m., EST, each working day.

FROM OUR TELEVISION NEWS SERVICE
(Week of Dec. 20, 22 & 24, 1990)

- FEATURES --** Pat O'Leary reports on the 1990 Yearbook of Agriculture; **Deboria Janifer** reports on holiday plants; **Lynn Wyvill** reports on recycled newspaper for cow bedding.
- ACTUALITIES --** Secretary of Agriculture **Clayton Yeutter** on GATT & other farm issues; **Norton Strommen**, USDA meteorologist, with a crop & weather update; USDA Economist **Bob McElroy** on U.S. farm income & finance; USDA Economist **Mike Dwyer** on U.S. farm trade; USDA Economist **Phil Scronce** with the USDA feedgrains outlook.
- UPCOMING --** Many features during the next two weeks, including: **Pat O'Leary** on wholesale marketing & household hazards; **Lynn Wyvill** on ag careers & the new dietary guidelines; **Deboria Janifer** on winter care of plants; **Will Pemble** on genetic engineering & "putting seeds to sleep."

Available on Satellite Westar IV, Transponder 12D (Channel 23), audio 6.2 or 6.8:

THURSDAY 7:30 - 7:45 p.m., EST
SATURDAY 10:00 - 10:45 a.m., EST
MONDAY 8:00 - 8:45 a.m., EST

OFFMIKE

WHAT A GREAT CHRISTMAS PRESENT...says Al Carstens (KATE, Albert Lea, Minn.). The local hog processing plant, closed since last March, has been purchased and will reopen by the end of the year returning 850 people to work. Plans call for expansion of the operation to include four new lines for poultry, boosting employment to 1,200. The region has been experiencing 12 percent unemployment. Al says producers are happy, too, the local plant will substantially reduce their transportation costs.

VEGETABLE ACREAGE...has increased compared to the totals of last year, says George Gatley (Western Agri Radio Networks, Yuma, Ariz.). Local packing operations are also busy producing salad products for fast food firms. George says it was really cold, only 60 degrees outside when we talked. I said Al Carstens mentioned it was 4 degrees in Minnesota. George said that's why Yuma has traffic jams in the winter, the city population increases 50 percent and he sees a lot of Minnesota license plates.

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Radio-TV Division
U.S. Department of Agriculture
Washington, D.C. 20250-1300

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NEW VOICE...at KLNT, Clinton, Iowa, is Ernest Bartholomew, farm director. Bart spent 20 years with the Clinton County Soil Conservation Service, and was former executive director of the Iowa Land Improvement Contractors Association before joining the station's new service to agri-business.

THANKS...to Al Pell (Ag Day, West Lafayette, Ind.) for supplying us with interview and B-roll footage of the GATT meetings in Brussels. We used it on our satellite TV News Service with credits to Al and Ag Day.

CONGRATULATIONS...to Gary Kinnett (WIAI, Danville, Ill.) for receiving the Electronic Media Award from the Illinois Corn Growers Association. Gary says the Extension Service in Illinois and Indiana deserve praise for the large number of educational meetings that have been scheduled for producers this winter.


VIC POWELL
Chief, Radio & TV Division